

## 2035 Comprehensive Plan SUMMARY OF CITIZEN OUTREACH EFFORTS AND PARTICIPATION

*Updated as of June 30, 2014*

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### COMMUNICATION EFFORTS

#### *County Publications/Communications:*

- **eFYI citizen newsletter** – Sent to 1,204 email subscribers. Comp Plan articles were included in:
  - **April 1, 2014** – Dedicated Comp Plan issue with articles on what a comp plan is, results from the 2009 Comp Plan implementation, why it's called the 2035 Comp Plan, selection of the CPT and opening of the land use designation application period. (498 unique views)
  - **April 15, 2014** – CPT Forum info and applications (498 unique views)
  - **May 15, 2014** – Community Workshop meetings (1,028 unique views)
- **Ship's Log** –County employee newsletter.
  - March/April 2014 – Introduction to the Comp Plan, method and timeline
- **Adjacent Property Owner notifications for Land Use Designation Change Applications** (included Community Workshop information) – 366 letters mailed

#### *Newspapers:*

- **Press releases** sent to Virginia Gazette (circulation of 17,150 subscribers and 70,000 unique online visitors monthly), Daily Press, TIDE/WBACH radio (4,500 weekly listeners), Williamsburg-Yorktown Daily (online, 135,000 readers averaging 1 visit/week), Richmond Times Dispatch, WMBG radio, WHRO/WHRV and Pilot Online.
  - March 7, 2014 – CPT selection
  - March 13, 2014 – Citizen phone survey
  - April 1, 2014 – Intro to the 2035 Comp Plan website and update process
  - April 1, 2014 – Land Use Designation application period opens
  - April 9, 2014 – Organizations invited to participate at a CPT Forum
  - May 9, 2014 – Community Workshops
  - May 20, 2014 – Survey results released
  - June 17, 2014 – Virtual Community Workshop
- **Other articles:** Approximately 29 articles, mentions, and newsbriefs about upcoming meetings were included in the VA Gazette, Daily Press, and WY Daily.
- **Paid newspaper advertisements:**
  - April 5, 2014 – Virginia Gazette – Land Use Designation application period
  - May 24 and May 31 – Virginia Gazette – Community Workshops
- **Legal advertisements:**
- **Event calendars:**
  - All public events and PC, BOS and CPT meetings listed on the County's calendar
  - Included on WY Daily Hot Events page from May 27 to June 12, 2014
  - Included in the Virginia Gazette upcoming events calendar and WY Daily Talk of the Town calendar

#### *Video Programs: (all also available on-demand online and posted on YouTube)*

- **Stand-alone Shows on TV48 and YouTube:**
  - Answer the call video – began airing March 13, 2014 (173 views)
  - We Love JCC video – began airing April 1, 2014 (261 views)
  - Commercial for Community Workshops – began airing May 22, 2014 (100 views)
  - Virtual Community Workshop – began airing June 17, 2014 (34 views)

- **TV48 Scrolls:**
  - Community Workshops: May 27 Board of Supervisors meeting and June 4 Planning Commission meeting
- **CPT Forums:** Held May 8 and 24 and available on-demand. Provided opportunities for up to 14 groups to present information about their areas of interest or ideas for the future of James City County
- **Work Sessions and Public Hearings:**
  - January 9, 2014 and January 28, 2014 – PC and BOS meetings regarding the methodology and timeline
  - May 27, 2014 – PC and BOS joint work session about the Citizen's Survey

*Radio:*

- CPT members interviewed by WMBG Radio on May 15, 2014
- TIDE and BACH 0:30 radio spots over 2 weeks leading up to workshops (began airing May 26, 2014)

*Website / E-mail:*

- Launched April 1, 2014 and allowed visitor's to access information and videos about the Comp Plan, all public input, find out about upcoming events, learn more information about the Comp Plan and accomplishments from previous plans, submit their comments, read about Land Use applications, and download all meeting materials and Plan drafts. Average number of unique visitors per month was 287. Average number of total page visits was 767.
- JCC Planning and Development listserv announcements (347 subscribers):
  - March 7, 2014 – CPT selection
  - March 13, 2014 – Citizen phone survey
  - April 1, 2014 – Release of website
  - April 1, 2014 – Land Use Designation application period opens
  - April 9, 2014 – CPT Forum applications available
  - May 9, 2014 – Community Workshops
  - June 17, 2014 – Virtual Community Workshop available
- Land Use Application Update listserv announcements (9 subscribers):
  - June 27, 2014 – Land Use Application info now available online
- E-mails sent to all County staff
  - June 2, 2014 – Invitation to Community Workshops
- E-mail previewing the Land Use Designation change process and application was sent to list of 22 typical applicants for development proposals in JCC on March 27, 2014.
- Continual presence on social networking sites:
  - Facebook - 2,238 followers, Comprehensive Plan posts were viewed an average of 300 times
  - Twitter - 1,462 followers

*Distribution of Materials:*

- **Trifold Brochures (included detachable postage paid comment cards):** *(300 printed and distributed through various channels)*
  - CPT members distributed throughout Grove community, Rotary Club, Peddle the Parkway event, New Town Retired Men's Club, JCC Republicans, Literacy for Life
  - Distributed at Speaker's Bureau presentations
  - April 15, 2014 – Neighborhood Leader's Forum
  - April 19, 2014 – HR Green Litter Prevention Month event in New Town
  - April 26, 2014 – James River Fest at the Eco-Discovery Park
  - May 17, 2014 – Family Fest at Chickahominy Riverfront Park
- **Flyers:** distributed at...
  - Speaker's Bureau events starting mid-May
  - 2 CPT Forums
  - Williamsburg Farmer's Market on Saturday, May 24 and 30
  - Building A and Building F at the County Government Center
  - Abram Frink Recreation Center and James City County Recreation Center

- **Posters:**
  - Toano Farmer's Market
  - Buildings A, D and F at the County Government Center
  - Williamsburg Regional Library and James City County Library
  - New Town kiosk on Main Street
  - New Town pool house
  - Grove 7-11
  - Grove Christian Outreach Center
  - Grove community churches
  - Keystone
  - Toano Post Office
  - Toano bank building
  - St. Bede Catholic Church

*Other:*

- **Planning Commission Reports:** May 7, 2014 and June 4, 2014
- **New Town Residential Association Newsletter** – article in May and June editions, about 350 recipients each time
- **Windsor Forest Homeowner's Association email** – about 200 recipients
- **Kingsmill HOA (KCSA) email** – May and June, about 2,000 recipients each time
- **Williamsburg Area Transit Authority** – 23 buses and trolleys with signage advertising Community Workshops, including closest bus line and bus stop to each venue
- **Governor's Land letter** – about 66 sent with website information
- **Friends of Forge Road and Toano email** – about 100 recipients
- **J4C letters** – about 220 sent
- **Announcements** at New Town Retired Men's Club, Williamsburg Rotary, JCC Republican Committee, Regional Issues Committee, and the Colonial Area Republican Men's Association.
- **Speaker's Bureau**
  - J4C General Meeting – March 31, 2014 (about 27 people in attendance)
  - Jamestown High School – April 16, 2014 (3 government classes, about 71 students total)
  - Jamestown High School – April 22, 2014 (1 government class, about 20 students)
  - Kiwanis – April 30, 2014 (66 people in attendance)
  - Jamestown High School – May 15, 2014 (1 government class, about 26 students)
  - Williamsburg Area Association of Realtors – May 27, 2014 (about 23 people in attendance)
  - Greater Williamsburg Chamber and Tourism Alliance – June 2, 2014 (about 15 people in attendance)
  - Neighborhood Leader's Forum – June 17, 2014

## **CITIZEN INPUT OPPORTUNITIES**

- **2014 Virginia Tech Citizen Survey:**
  - The Virginia Tech Center for Survey Research's phone survey took a sample of 606 households and had a margin of error of 3.9%. This survey allowed comparison with some of the survey results collected prior to the 2003 and 2009 comprehensive plan updates to tell how citizen attitudes have changed on the same issues over the past ten years; however, several questions were modified, added or subtracted in this survey and were not comparable.
- **Comp Plan online comment form and questionnaire**
- **Comp Plan Hotline** phone number where citizens can record a phone comment – 259-4990
- **Mail-in cards**
- **Community Workshops**

○ June 9, 2014 – Toano Middle School – 7 p.m.	<b>77 total attendees</b>
○ June 10, 2014 – King of Glory Church – 11 a.m.	28 attendees
○ June 11, 2014 – Little Zion Baptist – 6:30 p.m.	21 attendees
	28 attendees
- **CPT Forums:** 14 groups including...
  - James City County Citizens' Coalition
  - Concerned Citizens

- Williamsburg Area Association of Realtors
- Child Development Resources
- Colonial Soil & Water Conservation District
- Williamsburg Land Conservancy
- Citizens for a Better James City County
- United Way of Greater Williamsburg/Housing Collaborative
- Greater Williamsburg Chamber and Tourism Alliance
- Friends of Forge Road and Toano
- Historic Triangle Republican Women
- Williamsburg Historical Tea Party Patriots
- Senior Services Coalition
- Williamsburg Climate Action Network

#### **QUICK PARTICIPATION STATISTICS TO DATE**

• <b>CPT Forums</b>	14 organizations
• <b>Community Workshops</b>	77 attendees
• <b>Jamestown High School comment cards</b>	98 comment cards
• <b>2014 Virginia Tech Citizen Survey</b>	606 completed phone calls
• <b>Web Input Form</b>	114 responses
• <b>Web Rotating Question Responses</b>	16 responses
• <b>Mail-in Comment Cards</b>	9 comments
• <b>Hotline</b>	7 messages